Construction of Professional Cabin Service Teaching System in High Vocational Colleges

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ABSTRACT

In view of the professional development of flight attendants, the teaching system and training objectives of flight attendants are mainly analyzed at the present stage, which are conducive to promoting the training model of students' ability. The survey shows that the essence of school enterprise cooperation is the mode of talent training, and students are the central link of school enterprise cooperation. Taking Nanjing Lukou Airport as an example, an empirical study is conducted on the influencing factors of customer satisfaction in the air transportation market. First of all, according to theoretical literature and practical research, a new questionnaire was developed, and the index of the questionnaire was screened and classified by exploratory factor analysis. Then, the structural equation model of customer satisfaction in civil aviation transportation market is constructed and tested. The results show that the quality of operations, personnel service, ticket service and cabin service have positive influence on customer satisfaction of China's civil aviation transportation market. In addition, the quality of operations is the highest influencing factor on satisfaction degree. It is concluded that corporate image has no significant positive impact on the customer satisfaction of the civil aviation transportation market.

KEYWORDS

Flight attendants, factor analysis, cabin service, civil aviation transportation market.

INTRODUCTION

Facing the strategic adjustment of the economic structure and the transformation and upgrading of industries, the continuous rise and expansion of many industries cannot be separated from the support of professional human resources. Looking at the developed countries over the years, they focus on the development of school-enterprise cooperation and experience. Therefore, it is not difficult to see that the development of higher vocational education has an indispensable and important influence on promoting the sustained and rapid development of national social economy, ensuring and promoting employment, and maintaining the overall social stability [1]. Therefore, speeding up the process of vocational education, especially the development of higher vocational education, has become a major decision and an important topic in our country's work at present. However, in recent years, some

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problems have appeared in the development of higher vocational education in China. On the one hand, the higher occupation college graduates mostly have proficiency in a particular line. In terms of employment rate, it may be a little higher than other types of institutions. However, the quality of employment of these graduates is not high, many students find it difficult to find their own professional counterparts or employment relatively stable work [2]. On the other hand, from the enterprise talent demand point of view, it is difficult to meet the requirements of professional talents in quantity and quality. Some enterprises are difficult to recruit professional talent matching with the company's position, which makes the gap of professional talents more and more big. Generally speaking, the causes of this undesirable phenomenon are manifold. The root of the problem is that the goal and mode of talent training in higher vocational education cannot be completely consistent with the social development needs, and even there is a phenomenon of disconnection [3]. At present, although many vocational colleges have also carried out the cooperation between schools and enterprises, the effect is not satisfactory. It can be said that it is only a one-way fever, and it cannot arouse the passion of cooperation between the two sides. This is the summary of bilateral relations in school enterprise cooperation, and there are many reasons for this phenomenon.

The significance of this topic is conducive to promoting the training model of students' ability. Based on the analysis of the origin of school enterprise cooperation, the present research situation and the experience at home and abroad, it is believed that the essence of school enterprise cooperation is the mode of talent training. Students are the central link of school enterprise cooperation [4]. All of them aim at training the students' professional ability. It helps to promote the development of the mode of school enterprise cooperation which meets the requirements of "accelerating the development of modern vocational education". Fundamentally speaking, speeding up modern vocational education means that vocational education should adapt itself to the current social and economic development. Social needs and economic development needs determine the talent training model, which provide a common "1+N+1" model for higher vocational colleges, schools and enterprises cooperation mode, especially the flight attendants profession. This paper expounds the mode system from the connotation, orientation, basis and mode construction of "1+N+1" model.

DEVELOPMENT OF FLIGHT ATTENDANT MAJOR IN HIGHER VOCATIONAL COLLEGES

Difficulties and opportunities faced by flight attendants

Human resources become the core issue of civil aviation development. With the rapid development of aviation industry, airlines are facing the pressure of competition and are beginning to take high-quality flight attendants as an effective way to gain competitive advantage. It is changing from "beauty oriented" to "quality oriented". However, the existing talent market of flight attendants has shown the backwardness of overall quality [5]. Therefore, human resources have become the core elements of civil aviation development.

The flight attendant college has high enrollment pressure. Compared with the flight attendant recruitment hot scenes, in recent years, flight attendant professional enrollment has been a substantial decline. For example, in the enrollment of flight
attendants and tourism professional in 2011, Nanjing Tourism Academy only recruited more than 100 students, which was less than ten percent in previous years. In addition, the enrollment of flight attendant professional in QN Career Academy is also declining year by year. The quality of students is becoming more and more unsatisfactory, and some are not qualified as attendants for flight attendants. But in order to continue to carry out professional, schools can barely recruit students. The root cause of these problems is that the professional education of flight attendants is out of touch with the market and cannot meet the requirements of airlines.

Students in flight attendant cannot get employment advantage. On the one hand, in the recruitment of flight attendants, the airline's request for candidates mostly stay at the "hardware" level, such as body, face and language. Airlines do not pay enough attention to the students' sense of service and ability. Beauty is a scarce resource, especially in vocational schools. It is also very difficult to recruit beautiful students. This also creates airline recruitment channels diversity, and the threshold is not high. On the other hand, the quality and ability of flight attendants cannot meet the needs of airlines. These reasons make it difficult for flight attendants to obtain employment in flight attendants, which reduces the attraction of flight attendants in career academy and causes the students to shrink.

**Realization of social adaptation for flight attendants**

Higher vocational flight attendants face "transformation and upgrading". It will change from a single air crew in the past to a diversified development based on flight attendants to meet the needs of the contemporary social development [6]. The airline market continues to flourish. The civil aviation industry is no longer a single industry, but a complex industry that embraces civil aviation management, airport logistics, mechanical maintenance, air service, ground services, process dispatching and ticketing sales diversification. The air crew will train talents to meet the needs of market economy construction and social development. Service personnel should have a comprehensive artistic and cultural accomplishment, with a strong sense of service, good language and communication skills, standards, etiquette, norms and other aspects of the basic quality and skills. Line service should pay attention to cultivate the personnel with solid theoretical foundation, high professional level, strong practical ability, applied air crew skills, foreign language, service etiquette, service and management skills. These target personnel should be competent for flight attendants, public relations, secretarial and related management work in major airlines, hotels and enterprises at home and abroad.

**Urgency of promoting the construction of modern vocational education**

The report of 18th CPC National Congress puts forward to speed up the development of modern vocational education. Modern social and economic development should be combined with Xu Jiali's modern vocational education [7]. There is essential difference between higher vocational education and general higher education. General higher education emphasizes discipline function, while higher vocational education emphasizes vocational and technical function. The professionalization of higher vocational education determines the role of school enterprise cooperation and market orientation [8]. The development policy of higher vocational education is “service-oriented and employment-oriented”. This kind of
vocational education emphasizes the service for economic construction, and is the employment education based on the demand of social talents market. With the development of market economy, higher vocational education is the most closely related part of economic development in higher education. With the adjustment of economic structure, higher vocational education needs to be combined with modern market economy by means of cooperation between schools and enterprises [9]. In order to realize the requirement and orientation of higher vocational education development, the flight attendant service should be based on the needs of social and economic development. Effective service to social and economic development is its fundamental requirement.

AN EMPIRICAL ANALYSIS OF THE CIVIL AVIATION TRANSPORTATION MARKET

The main factors that affect the customer satisfaction of the civil aviation market include the following five aspects: image factor, employee service factor, operation quality factor, cabin service factor and ticket factor. Using structural equation model theory to analyze customer satisfaction, the influence degree and satisfaction degree of each factor are obtained.

Data collection

Data collection was carried out at Nanjing Lukou International Airport. Through the airport safety and quality department's permission, the questionnaire was distributed to passengers waiting for the airport in a face-to-face manner, and part of questionnaire was sent to the passengers leaving the plane. The purpose of this investigation was introduced to passengers, and the questions in the questionnaire were explained [10]. Then they completed the questionnaire on the spot. For the passengers on the waiting list, we talked with the respondents during the course of the questionnaires collection, mainly focusing on the problems they encountered during the questionnaires. Through the preliminary investigation, it is found that the questionnaire can reflect the content of the study, and basically can be understood by the investigators. The exploratory analysis includes the examination of the questionnaire and the analysis of the influencing factors. The purpose is to determine the reliability of the questionnaire and to adjust the influencing factors, so as to lay the foundation for the successful development of the confirmatory analysis. A total of 150 questionnaires were issued and 135 valid questionnaires were returned.

Reliability analysis

The reliability of the scale refers to the consistency or stability of the results measured by multiple tests. Reliability is a measure of the approximate degree of repeated measurement results under the same conditions. It mainly shows the consistency, consistency, reproducibility and stability of the measured results. There are two dimensions of reliability: repeatability and internal consistency. The result of a good meter is reliable, that is, it can be repeated many times, and the results are consistent. Cronbach α coefficient is used to test the intrinsic consistency of the question of measurement. According to the standard of statistical analysis, Cronbach α value is above 0.9, which means that the questionnaire has good reliability. The value
above 0.8 means acceptable. The value is above 0.7, indicating that the reliability of the index is acceptable. However, the value is about 0.6, which means that the reliability of the questionnaire is not good, and some problems should be deleted and modified. The value is below 0.6, which means that the questionnaire is not worth much. Formula (1) is the calculation method of α coefficients.

\[
\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^{k} S_i}{S_k^2}\right)
\]

(1)

Among them, \( k \) is the total number of quizzes, \( S_i \) is the variance of the scores obtained for item i. \( S_k \) is the variance of the total score of the test questionnaire. The α coefficient is between 0 and 1, and the greater the value is, the higher the reliability is. However, since the random error always exists, the probability of the α coefficient of 1 is very small. In the statistical research of social sciences, the coefficient of α is generally greater than 0.7, indicating that the data is reliable.

Construct validity: Statistically, if a metric does measure the variables to be investigated, the measurement method is considered valid. The validity of measurement is usually expressed by the correlation coefficient between the measured value and the characteristic of the question to be measured. Its expression is shown in formula (2):

\[
\text{Validity} = \frac{\varepsilon_i^2}{\varepsilon_0^2}
\]

(2)

In the formula, \( \varepsilon_i^2 \) represents the amount of variation that an individual creates on a common characteristic associated with an attribute. \( \varepsilon_0^2 \) represents the total amount of variation in the value obtained on a measurement. There is only degree difference on validity is only the degree of difference, so the validity of the measurement is relative rather than absolute. The validity of the questionnaire was evaluated by factor analysis, and the validity was checked by common factor analysis of variance. The common factor variance is also called the common degree, also known as the public variance, which refers to the proportion of the variance of the observed variables in the proportion determined by the common factor. The common factor variance of the variable \( x_j \) is denoted as \( h_j^2 \), and when the public factor is orthogonal to each other, the variance of the common factor is equal to the square sum of the factor load related to the variable. It is represented by formula (3):

\[
h_j^2 = a_{j1}^2 + a_{j2}^2 + \ldots + a_{jm}^2
\]

(3)

Descriptive statistical analysis

The research object of this paper is the customer satisfaction factor of the civil aviation transportation market, which is also the standard of sample selection in the
study. Taking the terminal passengers in Nanjing Lukou Airport as the object, the terminal passengers of Nanjing Lukou Airport are investigated formally by means of on-the-spot investigation. After two months of investigation, with the help of tutors and classmates, 300 questionnaires were issued, and 187 valid questionnaires were collected. The effective rate was 62.3%. The first part of the questionnaire is a description of the basic information of passengers, including gender, age, education, monthly income, and average annual flight times. The descriptive statistics analysis of the sample is shown in table 1.

As shown in figure 1, the male passenger is the main body of the airline passenger, accounting for 82.9%, and the female is 17.1%. From the age distribution of passengers, it can be seen that 30 -50-year-old passengers occupy the majority, accounting for 70.1%. The airline's consumer groups are mainly young and middle-aged.

As shown in figure 2, according to the annual average passenger journey and frequency distribution, the annual average number of passengers below 5 times accounted for 11.2%. The average annual number of flights in 6-12, accounting for 33.7%. The average annual number of passengers over 13 times is as high as 55.1%, indicating that the most frequent passengers are passengers.
CONCLUSION

In order to better realize the training strategy of flight attendants, the school enterprise cooperation and development model at this stage is analyzed, the originality of the "1+N+1" model is proposed. Then, using structural equation model theory, the airline customer satisfaction problem is studied. According to the characteristics of airline operation, the airline customer satisfaction index system and its structural equation model are constructed. Through questionnaires, the potential variables and measurable variables that affect airline customer satisfaction are determined. Structural equation modeling is used to analyze the relationship between latent variables and measurable variables, and the relationship between latent variables. The key factors affecting airline customer satisfaction are operation quality and cabin service. Therefore, the flight attendants should focus on training students in these areas of capacity, as far as possible to meet the basic requirements of the airlines flight attendants.

REFERENCES